

*What You Need To Know
About...*



*The Hidden Secrets of
Changing Your Web Host
&
Transferring Your Domain*

*Don't be fooled into spending a bundle!
Learn the secrets to quickly building a strong
foundation for your web site.*

By Stephen Rinaldi
BBIworld.Com

Legal Disclaimer

This publication is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the author and the publisher are not engaged in rendering legal, intellectual property, accounting or other professional advice. If legal advice or other professional assistance is required, the services of a competent professional should be sought.

BBI individually or corporately, does not accept any responsibility for any liabilities resulting from the actions of any parties involved.

Terms of Distribution

This report **may** be freely distributed, sold or given away as part of a bonus package, provided that it remains in its original PDF format – and the content, links and format are not changed in any way.

If you wish to quote, or use a portion of this publication in newsletters, newspapers or other media, you must request and receive express written approval from the publisher first. Please contact support@bbiworld.com to submit a request for this type of usage.

To receive free details of future editions of this publication, we invite you to join the BBI Mailing List. Please visit: <http://www.bbiworld.com> and fill out our easy online subscription box.

Published by BBI Online Media / © 2006 Stephen Rinaldi – All Rights Reserved

1. Introduction

Welcome! Thanks for purchasing this report on changing your web host and transferring your domain name. This report will be short, concise and to the point, but don't let that fool you, it can also save you hundreds of dollars each year!

Now, I know that chatting about web hosting isn't exactly exciting, but if you use your website for your business, it's definitely worth a few minutes to at least read through this short report and get up to speed on how a good host and reasonably priced domain registration can positively affect your bottom-line.

If you originally set up your web site back in the 90s, or even a few years ago, chances are that you may have never gave much thought to changing your web host, or transferring your domain name(s) because it always seemed like a big costly project.

This report will clear up some of those lingering myths and get you on the road to better services that will save you a bundle!

2. What You Need To Know About Web Hosting

Your web hosting account is the place where your website's files reside. Your hosting account may also route the e-mail accounts set up on your domain. For example, maybe you forward mail sent to you@yoursite.com to your MSN or Yahoo account.



Your domain name and hosting account work in tandem to bring people to your website when they type your address into their web browser or clicks on a link to your website.

I like to equate web hosting with your house – and your domain as your street address. If someone comes to visit you, they'll need your street address to find their way to your house. Once they get there, they come inside and see all your stuff. Well, your web hosting and domain work in quite the same way, except that all your stuff (in this case), are the page files and pictures that make up your web site.

Most of the time, you don't have to think about your web host that much, that is until something goes wrong – like your site suddenly disappears, for example. In fact, I know of some website owners who check their sites so infrequently, they

probably wouldn't know if they were offline for a whole month! If that describes you, you probably don't yet consider your website to be an important part of your business.

In any case, even though the purpose of why you need a web host is easy to understand, placing a real value on your hosting account service is not.

If you originally set up your hosting account several years ago, chances are that you're paying a premium. Just as the cost of a new computer has come down over the years, so has the cost of many online services. It was not unusual in 1999 to pay \$30+ per month for a great hosting account. Today, for less than \$15



per month you can get a hosting account with tons more storage space and many more features than were available a few years ago.

All web hosts are not created equal though, and you'll want to make sure you don't just shop by price alone, or you could end up with a poor performing website and no one to contact for help.

3. Why You Should Consider Changing Your Web Host

First, you'll probably save a lot of money. As I mentioned earlier, if you've had your hosting account for sometime, you're likely paying the old "premium" pricing for a service that's nowhere near as good as what's out there now. For the average business website, if you're currently paying \$30 per month for your hosting, you're paying way too much. That's \$360.00 per year – and probably more than \$200 over what it should be costing you! That's money that should be in your pocket rather than someone else's, right?

So, cost savings is one big reason to switch hosts

Second, don't let brand loyalty cloud your vision! You should not feel bad about finding the best hosting deal – anymore than you should feel bad about refinancing your house with a new lender, or choosing a new long distance plan.

You owe it to your business to find the best deal

Third, if you're stuck on an under-powered, over-priced, support-challenged host, your business can really suffer. Your site could often be inaccessible to customers when you need it to be there the most. Your site could be on a slow,

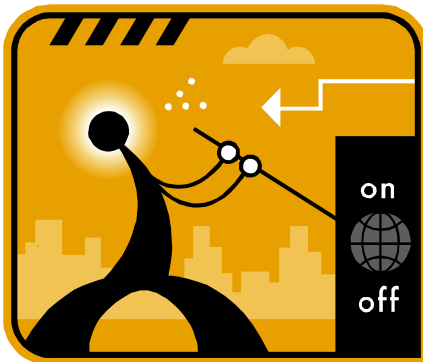
under-powered server that takes forever to load. You could also be missing out on many of the most important business building features that are standard on most of today's high-quality web hosts, such as site stats, great e-mail tools and all the other built in tools. **You deserve a high quality web host!**

4. Switching Hosts Is Easy!

If you choose the right host, switching is easy. Hosting services like **BBIpowerhost.Com** – <http://www.bbipowerhost.com> – make the process a snap.

Here's how it works:

- a) You choose your new hosting package from the site and set up your account.
- b) Next, provide BBIpowerhost.Com with your old account access information – and the domain name you will be using with your new account.
- c) Either you (if you know how to do it) or BBI update your domain name settings so your web site will be available from your new hosting account.



That's it. Once your site has been transferred and your domain name settings have been updated, it usually takes about 48 hours for the changes to be updated across the Internet. Just one important note though. You don't want to cancel your old hosting account until all the changes have taken effect and you've received the confirmation from BBIpowerhost.Com that your site is now being served from your new account.

Now you can sit back, happy in the thought that you're getting a great hosting deal on a superb, state of the art system.

5. So, what you should look for in a new web host?

Here are my top criteria.

Your new web host's servers should be located and maintained in a professionally managed datacenter that is monitored 24/7.

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

You should expect that the servers your site resides on will be state of the art. Servers must be powerful and fast with plenty of resources. Intel Xeon Servers are common among the better hosts today. If your host is using Celeron, or Pentium 2 / Pentium 3 servers, that's probably a sign that they're not keeping up with the newest technologies.

You should have an easily accessible online management site where you or your webmaster can manage all the details of your website. I'm a big fan of a brand of hosting software called cPanel. It's very easy to use and lets you have just about total control over your site, your e-mail and many other features.

You should expect great support from your web host too. The competition for your business is so great these days that there's no excuse for bad support. If you have a question or concern, in most cases you should expect a reply within a few hours or so. If you're waiting days, take your business elsewhere.

Another thing I'd like to mention here, as I did in my recent publication, "Top Scams of 'So-Called' Web Designers", most people are scared into choosing hosting plans that are too big for them because they don't entirely understand how much resources their website will really use. In other words, you end up buying a 55 gallon drum to hold your one-gallon jug.

Visit **BBIPowerhost.Com** – <http://www.bbipowerhost.com> – for all your hosting needs. The staff welcomes the opportunity to get you set up today.

6. What You Need To Know About Domain Names

Good domain names have become a very valuable asset. The "Dot-Com" is still the most widely recognized domain extension, followed by .net and .org. There are also many other new domain extensions like .biz, .info – and a pile of others. The Dot-Com remains the easiest to market and the easiest for your customers and clients to remember and hopefully you've found a few of your own.

I always recommend to my clients that if they find a good dot-com name for their business, that they also pick up the .net and .org versions as well. The reason being that if you have a .com domain name that you've made a big part of your business marketing and you start getting good traffic to your site, someone else will surely come along and pick up the other domain extensions of your domain and possibly cause you a lot of grief – of which you'll have little recourse.

Who would buy other versions of your domain name? Well, it could be your competitor attempting all types of tom-foolery, it could be a "not-so-tasteful" site that's trying to lure people searching for you into their site, it could be a "cyber-

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

squatter” holding on to your name and someday trying to sell it back to you at a high price.

So, that’s why I suggest picking up the top-three domain extensions of your name, .com, .net and .org. You’ll be protecting your business identity and someday you may actually make good use of those extra domain names.

If you originally purchased your domain a few years ago - or back in the 90s, you probably paid and are still paying \$35 per year for each of your domain names. For a long time, there was really only one company everyone bought their domain names from – Network Solutions. They’re still around and they’re still expensive, but they don’t have a monopoly anymore. Nowadays, you can get great deals on your domain name purchases if you shop around a bit.

To get the best deals, you usually need to register for longer periods, or keep a large number of domains with one registrar (usually 40 or more). But even for single domains, you can find many places where you can register your domains for \$20 or less, sometimes much less per year.



I’d also suggest registering other related names over time and start to build a nice collection of domain names for your business. For example, if you have a unique product or service name, see if it’s available and pick it up. For example, say you run a furniture store and advertise sofas for zero-down with a monthly payment plan, look for something like “zerodownsofas.com”. You get the idea.

Also, if you promote yourself in your business – say you appear in your commercials, or maybe you speak publicly, etc. – see if your name is available and pick it up. You may think you have a unique name, but you’ll often be surprised at how many “you’s” there are out there in the world! For example, about 5 years ago, I purchased StephenRinaldi.Com and SteveRinaldi.Com. I’m glad I did, because even though I haven’t really used those domain names yet, several new (and some well-known) Steve Rinaldis have shown up around the world and I’m quite certain I would not have been able to get those names if I had waited. If you have ANY intention of doing any work in the future under your name, please take my advice on this and register your name today.

Where to Register Your Domains

Try our BBI Domain Registration Service. It’s competitively priced and offers an easy to use management site where you can control all of your domains in one convenient location. You can register right from the BBI Homepage: <http://www.bbiworld.com>

While our service is top-notch, we don't have the lowest prices out there - and if you look around a bit, you'll find there are other options that could also be worth a look. Just make sure that the registrar you choose is legitimate and includes a full-featured management console that allows YOU to make easy adjustments to your DNS settings, monitor renewal dates – and – one of the most important features, make sure it includes an automated notification system that you can set up to remind you several times in advance of when your domains are up for renewal. Just like it's tough to remember your dentist appointment 6 months from now, it's even tougher to remember to renew your domain 2 years in the future!

Domain Registration ABCs

Here are some valuable inside tips regarding domain registration.

a) Registration Period: It has been said that registering your domains for more than the 1 year default helps in your site ranking with Google. Apparently this shows Google that your site is not a fly-by-night site using a throw-away domain.

b) Personal Information: Worried about your personal information floating around the Internet for all to see? Did you know that each domain has what's



called "whois" information that is freely available to anyone? This includes the name, address, phone number and e-mail of the domain registrant. If you don't want your home address and other contact information to be available, use your business address or a PO Box when registering. Alternately, you may also choose a service called "Private Whois". This hides your registration information and keeps you out of the database. There is usually an extra charge per year for this service.

c) Keep Costs Down: Don't Overspend on Domain Registration Add-Ons. When registering your domains, you'll usually be presented with a series of add-on services. Most of which won't make any sense to you. With the exception of Private Whois, you won't need these extra services, so save your money! All you will need in the majority of cases is simply the domain registration. Don't get pushed into buying more service than you need. If you find that you actually need or want one of the add-ons in the future, you can always add them to your account at that time.

d) Choose your domain names carefully: Don't choose names that require you to repeat yourself over and over so others can get figure out how to get to your site! For example, if you run Mabel's Marbles and Marble Accessories, Inc., for heaven's sake, don't buy "mabelsmarbelsandmerbleaccessoriesinc.com" – it's

too long and just not memorable enough. Instead, look for something like “mabelsmarbles.com”. It’s a much better choice, don’t you agree?.

Also, even though dashes (-) and numbers are allowed in domain names, consider carefully before using them for your main domain name. They’re tricky to explain to people. If your exact business name isn’t available, don’t despair! It’s better to think up something new that’s clever and memorable, than it is to try adding dashes, numbers and abbreviations to your domain name just to fit your business name in there. For example, say you run Mike’s Plumbing Supply and you’ve found that both “mikesplumbing.com” and “mikesplumbingsupply.com” are both taken. Rather than try for “mikes-plumbing-supply.com”, I’d go for something like “mikespipes.com”. Not only is it catchy and memorable, it’s also shorter –and can really add a new dimension to your advertising.

e) Add To Your Domain Empire Now and Then: Keep your mind open to catchy domain names that pop into your head. Jot them down and when you get the chance see if they’re available. Grab the good ones that you can use. Unique product or service names that you offer now, or may in the future, are great candidates. You can easily activate those domains and point them to your main hosting account or even a specific page within your website. This is great for promotions, advertisements and lots of other uses!

7. Transferring Your Domain Name

Transferring your domain to a new, less expensive registrar is fairly easy and many good registrars will even offer you incentives for doing so. For example, you may pay an extra-low first year rate and get a one-year extension on your name.

How Does It Work?

Transferring a domain name has actually become a fairly easy process, albeit one with some necessary security measures that slow the process only slightly.

Most domain registration companies offer a Domain Transfer service. This is the option you’re looking for - and you will choose this option from your NEW domain registrar – not your current one. You will request from your NEW registrar that they begin the process of transferring your domain to their system. The new registrar will then begin the process of confirming (through your current registrar) that this is something that you really want to do. They accomplish this by sending specially coded confirmation e-mails to you at the e-mail address you used when you originally registered your domain name. The whole process is handled online. So again, to change your domain registrar, you will first choose a new registrar,

enter the domain name or names you'd like to transfer into their system - and the process is then not much more than an automated exchange between your old registrar and your new one.

How Long Does It Take?

The transfer process moves along quickly provided that you attend to the various security steps designed to make sure that you actually requested and approve of the transfer. Usually it goes like this:

- a) Your new registrar sends a communication to your current registrar informing them that you have initiated the transfer of your domain.
- b) Your current registrar sends an e-mail to your email account of record. You are usually required to respond to that email either by clicking a coded link within the message, or by entering a special code, etc.



Whichever security measures are used, the sole purpose of this process is to make sure you're "you" – and that you really do want to transfer your domain. It may seem like overkill, but think of the chaos that would ensue if it were easy to take control of someone else's domain name without their express permission! Once your domain leaves your possession, it can be very difficult, costly and time-consuming to get it back. So I'm always patient when it comes to security.

One more thing on the transfer process. If you use a old e-mail address when your originally registered your domain (one that you no longer have access to, you how to access it) and change your contact e-mail. If you do not have an active e-mail address associated with your account, you won't receive the confirmation e-mail needed to complete the process.

8. Watch Your Assets!

There are far too many business owners that have no idea of how to access their domain information. Remember, if you've invested into the promotion of your company's web address in any way, your domain name should justly be considered a major asset of your business. It is critical to know exactly how to access your domain account and know your domain's expiration date. BUT one

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

of the most important things is to make certain that YOU have complete control over your domain name.

If I'm not making sense yet, let me explain. Some web designers will offer to register your domain name for you – which I don't recommend. In fact, I want to strongly discourage you from doing that. Just do it yourself. It literally takes about 5 minutes and you'll have the peace of mind of knowing that you have control of your valuable business asset.

Here's why you need to be careful. If you let someone else register your domain name for you under their account, they will own it. If they choose to let the



name's registration lapse, redirect your traffic to another site, or even sell your domain name to someone else, they can do that. This is because technically the domain name belongs to them. How would you feel if you spent several years and a lot of advertising money promoting your website to a point to where you have lots of daily traffic and a recognizable brand, just to wake up one day to discover your domain now points to a another guy's web site!

If you try to claim or reclaim ownership of the domain name, you could end up in a big legal mess. It will almost certainly cost you a lot of money and there's nothing even close to a guarantee that it will all turn out in your favor.

The point here is to treat your online business – and all of the assets related to it – just as you would any of your other business assets. You wouldn't let just anyone register your trademarks under their own name. You'd want to protect your trademarks. In the same way, protect your business domain to make sure you are listed as the registrant and contact and know the expiration date for each of your domains.

A Note About Security

A security mindset should be maintained for all parts of your online business. Keep your login names and passwords in a safe place. Never leave them in a place that's accessible by non-management employees or customers, i.e. near your register, in your rolodex or on a bulletin board next to your desk. All it takes is one person to get hold of your PayPal account access, domain name or hosting account access and you'd have a problem.

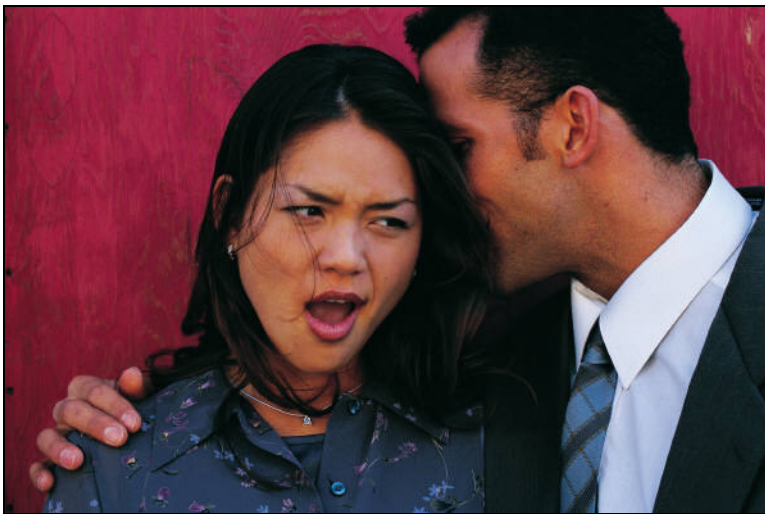
Keep your login and password information securely in a safe place. Actually a safe is a good idea. Although it's handy to do so, don't set your browser to remember your passwords – even on your own computer. If your computer is ever stolen, the thief can easily see which sites you regularly visit and your

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

computer will gladly comply by automatically logging them on to your most secure sites. Yikes!

A better alternative is a product like Norton's Password Manager, which I use on some of my computers. It's a great program that securely stores your passwords and can even auto-fill forms. It handles multiple users too. You simply sign on to the Password Manager when you start your computer using your own private password and it will automatically fill all your passwords for you. If you're inactive, or step away from your computer for a short time, it will automatically sign out. You can read more about this program at Norton's Symantec website: http://www.symantec.com/home_homeoffice/products/internet_security/npm2004/index.html

BONUS CHAPTER



9. Hidden Web Hosting Secrets

A great web hosting account, like www.BBIPowerhost.Com, will offer a lot of features that make your small business look super-professional and give you plenty of flexibility. These features really aren't hidden, but most web hosts and web designers don't ever tell you about them. Sometimes this is because they don't know much about how they work. Other times, unfortunately, they may be trying to get you to buy more hosting that you really need, or may ever use! Here are a few of my favorite features:

Mail Forwarding Accounts

If your web host uses cPanel, you have a ton of great email features. Mail forwarding is one I really make use of. For example, I use Yahoo Plus, which is similar to free Yahoo web mail, however, it has a lot of excellent features which are very useful for web business. First, you'll have 2GB of mail storage space, which is a lot more than you'll have available within your hosting account. Second, you'll be able to create a collection email aliases which allow you to send mail under the guise of your domain name.

So, if I haven't confused you enough, here's how it works. You simply set up a mail forward within your hosting control panel that forward mail sent to you@yourdomain.com to your yahoo account. When you reply to that email, you choose you@yourdomain.com as the "from" address. The recipient won't know the difference, as all they'll see is that the mail came from your domain.

This is even more convenient when you have several domain names. Rather than have 5 different web mail accounts to set up, you can just collect all your email in one location.

What's more is that with a web mail system like Yahoo, you have access to your email from anywhere. As long as you're near a computer with an Internet connection, you have access to you email. I use Yahoo Plus to manage the incoming e-mail of over 50 different websites!

And you know what? Yahoo Plus costs only \$20 per year!

Site Stats

Some of the most important information about the effectiveness of your web site and your promotional efforts will come from your web stats. Not all web hosting accounts have good site stats built-in, but cPanel has several! I'm constantly amazed at how few website owners monitor their site stats. This, to me, is unbelievable! In any case, if you never knew there was such a thing as being able to monitor the activity of your website, you'll probably be bowled-over by this.

Imagine that you could place a full-page ad in the New York Times and be able to tell exactly how many people actually viewed your ad – which page they looked at prior to seeing your ad – which part of your ad grabbed their interest enough to make them want to learn more about your product or service – what day they viewed your ad – what time of the day they typically viewed your ad – how long on average they viewed your ad – and about a dozen other useful stats.

In fact, I don't think that analogy gives you the full picture. A web site has such wider potential – more than direct mail, more than a full-page ad in the Times –

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

because it is much more cost-effective and much more “track-able”. For example, your web stats can also show you what keywords visitors typed-in to find you, which search engine they used, which websites referred them to you, which pages of your site are receiving traffic, which pages visitors are entering your site from (not always your home page), which pages they’re exiting your site from and a whole array of other stats unique to the Internet.

By closely monitoring your web stats, you’ll be able to make changes to your site, based on first-hand knowledge and not guesswork. This will allow you to keep your site visitors flowing through the information on your site the way that’s most beneficial to your business - the desired end result being an increased percentage of conversions from browsers to buyers. It’s that powerful.

Parked Domains, Add-On Domains and Sub Domains

With the BBIPowerhost.Com web hosting service, we provide domain parking, add-on domains and sub-domain options on all accounts. This allows you to really make the most of your hosting resources and other domain names without having to purchase separate hosting accounts.

Consolidating several domain names under one hosting account can save you hundreds of dollars each and every year, so not many web hosting companies would dare to promote this option. Let’s look at how these features work.

Parked Domains allow others to type in one of your other addresses and reach the main page of your account. Using this feature, your visitors won’t see different pages; they’ll simply be directed right to your homepage.

For example, you might use this if you have several versions of your main domain, or common variations of your domain name. So, in this example, you’re main site might be www.BobsLobsters.Com, but you also own www.bobslobsters.net and www.bobslobsters.org – and you also have www.BobsLobster.com (without the “s”) because you find that people can never remember if its “lobsters” or “lobster”. You want all those people to end up on your site, so you use the Parked Domain feature.

Add-on Domains are a bit different. They allow you to point another domain name to a sub-directory (a.k.a. folder) of your hosting account.

Continuing on with the example from above, say that Bob wanted to have another site named www.BobsLobsterShirts.com where he’s selling t-shirts with lobster pictures on them – a popular item in his lobster restaurant. Rather than buying a new hosting account for this domain, Bob would just create a new folder in his account - and then use the add-on domain feature to point to that folder.

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

This allows Bob to create a separate site that resides in its own folder (directory). Now when someone types in www.BobsLobsterShirts.com, they would be sent directly to the special folder for that add-on domain and as far as Bob's visitors know, the add-on site would work in just the same way as his regular website. Not bad, right?

Sub Domains let you create a unique domain that is part of your current site. Sub domains look like this: www.subdomain.yourdomain.com - where you see the word "subdomain" in this example, you'd replace that with whatever you wanted, i.e., <http://shirts.bobslobsters.com> – Sub domains are useful if you have unique departments of your site that you'd like to keep separate. But, keep in mind that most people aren't used to using sub domains, so they're not always the best choice for marketing purposes. Add-on domains would be much better suited for that purpose.

So, as you can see, there's a lot you can do with one great web hosting account. But you have to make sure that your host provides these features for you, because they're often not standard. If they are included, you'll also want to know how many Sub-domains, Add-on domains and Parked Domains are included in your account.

When using these great domain features, it's a good idea to keep tabs on the storage limits of your hosting account. If you start adding several sites with lots of files and images, you'll probably be using a lot more of your account's allocated storage. With the BBIPowerhost.Com web hosting service, you'll see all those important details clearly posted right from on your site management page.

That's a brief look at just a few of the great features of a premium web hosting service. Using these tools, which are often kept secret, is a great way to make the most out of the resources of your account without overspending on hosting. You can literally save hundreds of dollars each year with these tips!

10. Conclusion

This report has provided you with valuable information about building a strong foundation for your website and your online business. It's probably a safe bet to say that the Internet is here to stay, so if you plan to be in business for a while, it's time to get your site and all its components ship-shape and working FOR you.

The place to start is by organizing your domain name(s) and settling in with a premium, reliable hosting account that you can call home for a long time. If you haven't already, you'll also want to get up to speed on at least the basics of how these things work. Ignorance is not bliss when it comes to your business web site. You don't want to learn one day that your domain expired three months ago, or

The Hidden Secrets of Changing Your Web Host and Transferring Your Domain

your site has been offline for three weeks – and have no idea of what to do, or who to call to try to correct it. That may sound like a crazy, unlikely event, but it does happen everyday. In fact, it's not always small businesses that make these mistakes, there are also quite a few big high-profile companies unknowingly letting their domains lapse, having them bought out from right under their noses, or experiencing business-halting hosting disasters.

A little organization and knowledge goes a long way toward minimizing the chance of these kinds of problems – and keep your online business humming along for a long time into the future.

Finally, I encourage you to review your domain and hosting setup today. Take steps to get organized now while it's fresh in your mind. It's easy to put it off because it seems like a lot of work to update everything. But that will just end up costing you in money and aggravation.

I like to think of it this way. If it takes me even 2 hours total to attend to a task today that will ultimately save me more than \$3,000 over the next 5 years (that's likely a conservative number too) – That seems like a great use of my time! I'd like to make \$1,500+ an hour all the time! How about you?

To your success!

Steve

Stephen Rinaldi
spr@bbiworld.com
<http://www.bbiworld.com>



Resources

Okay, so you're ready to get going. Great! Now you need quick access to the resources I've mentioned in this book, along with a few others that will be very useful in building and maintaining your online business.

SwitchISP - BBI recommends Switch ISP to all of our clients that don't have access to a broadband internet connection. It's up to 10x faster than the other over-priced and over-hyped ISPs and it's just a great deal at only \$14.90. No hidden fees, excellent service AND a distributorship all rolled up into one fantastic ISP! Those with retail stores can easily add an extra (and lucrative) income stream with little effort. Just how many times does the topic of Internet Connections come up during your day? We use this service for one of our mobile laptops and many times it's faster than our satellite connection! Learn more and sign-up today! <http://www.switchisp.com/bbiworld>

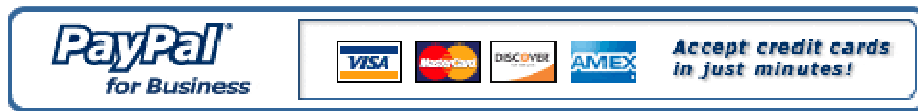
Aweber - A superb list management system. Ask about our Aweber set up and site integration service. This is an excellent and flexible tool that will grow with you. Just a super way to build and manage your e-mail lists. <http://www.aweber.com/?205338>

BBI Merchant Services - Our brand! The total package includes everything you need to get started selling online quickly and easily. The Total Package Includes an easy to use online storefront and a collection of tools that make managing your online sales easy. <http://bbiworld.evsholdingco.com/>

BBI Domain Registration - Our domain registration system. Control every aspect of your domain set-up and maintenance from our online control panel. <http://www.bbiworld.com>

BBI Power Host: Our premiere hosting service. After years of paying for substandard service and performance, we decided to become our own host. It's truly an excellent web hosting system – and you also get our friendly personal service you won't find anywhere else. We purposely don't advertise this service widely, so we can keep membership exclusive and provide our customers with the best service possible. Stop by and set up your new hosting account today: <http://www.bbipowerhost.com>

PayPal: BBI Recommends **PayPal** as an excellent, low cost, easy to set up online payment processing system! Very powerful and flexible..., PayPal is a great option. <https://www.paypal.com/us/mrb/pal=Y6KTP6F5FKJW8>



About the Author:



Stephen Rinaldi is a frequent author of articles on internet business and marketing, and the founder and director of Boston Business International (BBI). He provides web development and business consulting services based on 10 years of hands-on online business experience and ongoing industry analysis. He has developed many innovative and successful web sites in areas such as online education, web site optimization, traffic generation, culture and more. His laid-back style and unique sales and marketing

approaches are popular with his clients and are designed to help maximize efficiency, profitability and cost-effectiveness.

BBI has been providing web development and marketing services since 1998. BBI operates and manages over 40 web sites which include Karma-Net.com, an award-winning, top 1% web site, and BBIworld.com, a comprehensive web marketing source.

Visit us online for more details: <http://www.bbiworld.com>
